

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	28 May 1998
Name of applicant/court:	Comptroller of Customs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	New Cunts 68
Other Known Titles:	Not Stated
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	Color-Climax Corporation
Author:	Not Applicable
Format:	Magazine
Country of Origin:	Denmark
Language:	English, German, French, Spanish

Components of film originally examined:

Feature:	Not Applicable	Running time:
Trailers:		Running time:
		Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

Classification Decision:

Objectionable.

Display Conditions:

Not Applicable.

Descriptive Note:

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Not Applicable.

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Direction to issue a label has been given on Not Applicable

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SUMMARY OF THE REASONS FOR DECISION:

The magazine entitled *New Cunts 68* is classified as:
Objectionable.

The magazine is classified as an objectionable publication because of the strongly degrading, dehumanising, and demeaning images of sexual activity that are explicitly depicted. The magazine continuously attempts to draw the readers' attention to the women's genitalia by way of contrived images of sexual activity such as the insertion of a recording microphone into a woman's vagina.

The magazine is a glossy publication that contains a large proportion of coloured photographic images of male to female and female to female sexual activity. The photographs are of an explicit nature. The magazine is intended to be read by a male audience, and such a readership is catered for by providing a strong role for the women in the magazine. The male participants are virtually ignored. The women are presented as sexually uninhibited and sexually insatiable. The magazines strongly degrade, dehumanise and demean women by presenting them as sex objects devoid of any other individual trait. While the magazine provides a strong focus on the full body of the women and has few close-up depictions of women, such a focus does not detract from the overall impact to any significant extent.

The New Zealand Bill of Rights Act 1990 has been considered in classifying the magazine. The Classification Office is of the opinion that the classification of the magazine is a justifiable limit on the freedom of expression that is prescribed by law given the degrading, dehumanising, and demeaning manner in which women are presented. The Classification Office believes that there is a demonstrable link between the objective of preventing injury to the public good by reducing the availability of such images of women, and the availability of this magazine. The Classification Office is firmly of the opinion that a lesser classification is not warranted in the circumstances.

OFLC Ref: 9700877